writing, print, figures, or in any other manner. Offences under this Act are cognizable.

The code for Commercial Advertising regulates all advertisements on Doordarshan with a view to ensure that the portrayal of the female form is within the well established norms of good taste and decency.

All films including advertisement films intended for public exhibition in India are required to be certified by the Central Board of Film Certification in accordance with the provision of the Cinematograph Act, 1952 and the guidelines issued thereunder. According to these guidelines, while examining films for certification, the Board shall, inter-alia, ensure that human sensibilities are not offended by vulgarity, obscenity or depravity. Also in the Examining and Revising Committees of the Board which examine films for certification, 50 per cent representation is given to women.

As the newspapers are in private sector, the Government do not interfere with their working. However, the advertisement policy of Directorate of Advertising and Visual Publicity provides, inter-alia, that such advertisements which offend the socially accepted norms of public decency and morals, would not be issued to newspapers. Further, the Press Council of India has, through several of its adjudications, laid down that newspapers/periodicals should not publish anything which is obscene, vulgar or offensive to public taste. This includes advertisements containing what is unlawful or contrary to good taste or journalistic ethics or proprieties. Besides, a code of conduct in the form of 'Advertisement-Ethics and Code of Medical Standards' has been formulated by the Indian Newspapers Society for guidance of its members in matters relating to advertisements.

An integrated media campaign projecting a positive image of both women and the girl child through electronic, print and film media is the most important component of the Government's communication strategy. A large number of TV spots, quickies, documentary films, radio programmes with positive messages about the girl child and women, have been produced to undertake publicity & coverage.

गैर-इलैक्ट्रानिक माध्यम

1159. **श्री अजीत जोगी :**
श्री मूलचन्द मीणा :

क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या सरकार अपने गैर-इलैक्ट्रानिक माध्यम एककों का युद्ध स्तर पर नवीकरण करने का विचार रखती है ;

(ख) यदि हां, तो इसकी मुख्य विशिष्टतायें क्या हैं ; और

(ग) इसके परिणाम कब तक प्राप्त होने की संभावना है ?

सूचना और प्रसारण मंत्रालय के राज्य मंत्री (श्री के०पी० सिंह देव) : (क) जी, नहीं ।

(ख) और (ग) प्रश्न नहीं उठते ।

Expansion of Air and Doordarshan Network in Madhya Pradesh

1160. SHRI MOOLCHAND MEENA:
SHRI AJIT P. K. JOGI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have fixed any target for opening new Radio Stations, Doordarshan Kendras, Production Studios and other networks in Madhya Pradesh and other states during the Eighth Plan period;